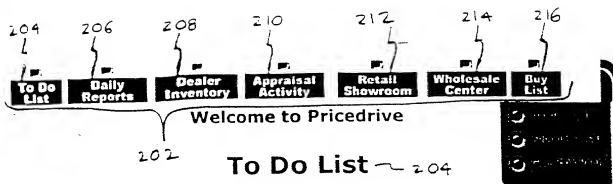


FIG. 1



Total Vehicles in Stock ~ 220

Wholesale: 9 ~ 222 Retail: 30 ~ 224 Total: 39 ~ 226

PRICEDRIVE RECOMMENDATION ~ 230

To achieve your target, Pricedrive recommends that you
INCREASE inventory by **51** vehicles ~ 232

256 ~ ACTION PLAN

SUMMARY ~ 240

Wholesale Today ~ 242 ~ 9 Vehicles

Review Retail Purchase Needs ~ 244 ~ 51 Vehicles

Retail Today ~ 246 ~ 0 Vehicles

Vehicles to Watch ~ 248 ~ 10 Vehicles

Review Wholesale Purchase Offers ~ 250 ~ 0 Offers

258 ~ Review Activity Summary Consider for Wholesale Center ~ 252 ~ 8 Vehicles

Add Wholesale Description ~ 254 ~ 8 Vehicles

Day Supply ~ 260

Current Day Supply 14 ~ 262

Target Day Supply 40 ~ 264

200

FIG. 2

204 6	206 6	208 6	210 6	212 6	214 6	216 6
To Do List	Daily Reports	Dealer Inventory	Appraisal Activity	Retail Showroom	Wholesale Center	Buy List

202

Welcome to Pricedrive

Wholesale Center (9 vehicles)						
Dealership Vehicles				Market Vehicles		
Year	Make	Model	Stock	Mileage	Color	# Bids
1996	DODGE	NEON-4	H3256B	128192	BLUE	0
1994	CHRYSL	NEW YOR A14514	97048	BROWN	0	Buyers
2000	MAZDA	MX-5 MI P3241	8752	SILVER	0	Buyers
1999	FORD	CONTOURP3245	32165	GREEN	0	Buyers
1996	FORD	T RANGER- A14549	39840	BLACK	0	Buyers
1993	PONTIA	BONNEVI H3262B	142332	BURGUNDY	0	Buyers
1986	BUICK	ELECTRA A14505B	120461	SILVER	0	Buyers
1994	FORD	ESCORT- H3278B	135980	RED	0	Buyers
1996	NISSAN	ALTIMA- A14382	80511	BEIGE	0	Buyers

300

FIG. 3(a)

To Do List	Daily Reports	Dealer Inventory	Appraisal Activity	Retail Showroom	Wholesale Center	Buy List
------------	---------------	------------------	--------------------	-----------------	------------------	----------

Welcome to Pricedrive

- Locate a Car
- Appraise a Car
- Get Book Value

Wholesale Center Offers

VIN 1HGCB755XMA110365
 Year 1991 Make HONDA Model ACCORD Mileage 117043 Color BLUE

Offers

High Offer Amount	Site Area	Offer Date	Dealer Name
\$2600 Sell Now?	WC	4/26/2001 1:04:35 PM	Ed Scherl Ent. Inc
\$2500 Sell Now?	WC	4/26/2001 10:41:04 AM	Car World Inc.
\$2559 Sell Now?	WC	4/25/2001 6:49:33 PM	Car World Inc.

350

FIG. 3(b)

To Do Daily Dealer Appraisal Retail Wholesale Buy
List Reports Inventory Activity Showroom Center List

Welcome to Pricedrive
Wholesale Center Offer

- ☐ Locate a Car
- ☐ Appraise a Car
- ☐ Get Book Value

Year 1996 375
 Make CHEVRO
 Model MONTE CARLO
 Mileage 96637 380
 Color BLACK
 VIN 2G1WX12K4T9277503

Make Your Offer
 Minimum: \$0
 Maximum: \$0 390
 Submit
 Leave 'Minimum' empty to submit one offer.
 (Enter Comment Above)

385

FIG. 3(c)

Retail Sales Trends

492		494		406				408	
Make*△	Model*△	Metrics	▽ Qty Sold Last 6 mo	▽ Qty Sold Last 90 days	▽ Qty Sold Last 60 days	▽ Qty Sold Last 30 days	▽ Current Stock		
7-1-6	7-1-6	7-1-6							
MAZDA	626		72	50	38	29	10		
	PROTEGE-4 CYL		28	17	15	7	6		
	MPV-V6		21	15	11	6	1		
	MILLENNIA-V6		17	11	8	7	3		
FORD	B-SERIES PICKUP		7	3	3	3	1		
	CONTOUR-4 CYL		5	4	2	2	0		
JEEP	GRAND CHEROKEE-6 CYL		5	2	2	1	1		
CHEVROLET	MALIBU-V6		3	2	2	0	0		
MERCURY	SABLE-V6		3	2	2	1	0		
TOYOTA	CAMRY		3	1	1	1	0		
ACURA	TL-5 CYL		2	2	2	2	0		
FORD	TAURUS-V6		2	1	1	0	0		
FORD TRUCK	EXPLORER-V6		2	1	0	0	0		
MAZDA	MX-5 MIATA-4 CYL		2	1	1	1	1		
MITSUBISHI	GALANT-4 CYL		2	2	2	0	0		
NISSAN/DATSUN	SENTRA-4 CYL		2	2	1	0	0		
TOYOTA	COROLLA-4 CYL		2	1	1	0	0		
BUICK	REGAL CUSTOM-V6		1	0	0	0	0		
CHEVROLET	LUMINA-V6		1	0	0	0	0		
CHEVROLET TRUCK	S10 PICKUP-V6		1	1	1	1	0		
CHRYSLER	300M-V6		1	0	0	0	0		
	CIRRUS		1	1	0	0	0		
HONDA	ACCORD		1	0	0	0	0		
	PASSPORT-V6		1	1	0	0	0		
HYUNDAI	TIBURON-4 CYL		1	0	0	0	0		
JEEP	GRAND CHEROKEE-V8		1	1	0	0	0		
MAZDA	B4000 PICKUP-V6		1	0	0	0	0		
	TRIBUTE		1	1	1	0	0		
MERCURY	MYSTIQUE-4 CYL		1	0	0	0	0		
MITSUBISHI	MIRAGE-4 CYL		1	0	0	0	0		
NISSAN/DATSUN	MAXIMA-V6		1	0	0	0	2		

400

FIG. 4

- Locate a Car
- Appraise a Car
- Get Book Value

Vehicles Near Wholesale Center Move Date (3 Days)

Total cars = 1

FIG. 5

Vehicles to Watch

Stock	Number	Year	Make	Model	Warning	Metrics	Days in Stock	Days in Stock	Avg Gross Profit	Avg ROI
	614	616	618	620	612	602	622	624	5	626
	5	4	4	4	4	5	5	5	5	5
	7-1-9	7-1-9	7-1-9	7-1-9	7-1-9	7-1-9	7-1-9	7-1-9	7-1-9	7-1-9
	NEW									
A14591	1999	VOLKSWAGEN	BEETLE-4 CYL	No History Available	604	17	N/A	N/A	N/A	
A14414	1998	SUBARU	FORESTER-4 CYL	No History Available		18	N/A	N/A	N/A	
P3292	2000	FORD	FOCUS-4 CYL	No History Available		0	N/A	N/A	N/A	
H3279	1999	MAZDA	B2500 PICKUP-4 CYL	No History Available		6	N/A	N/A	N/A	
H3217B	1993	FORD	ESCORT	No History Available		1	N/A	N/A	N/A	
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	606	0	44	\$ 355	19%	
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI		0	44	\$ 355	19%	
P3241	2000	MAZDA	MX-5 MIATA-4 CYL	Add Description Over Age - Wholesale	608	64	33	N/A	31%	
H3283	1997	MAZDA	MX-5 MIATA-4 CYL	Below Minimum ROI		6	33	N/A	31%	
P3245	1999	FORD	CONTOUR-4 CYL	Add Description Over Age - Wholesale		50	18	\$ 1,548	N/A	

600

FIG. 6

Welcome to Pricedrive

- ☒ Locate a Car
- ☒ Appraise a Car
- ☒ Get Book Value

Purchase Offers

704

Date range: 4/10/2001 9:27:50 AM to 5/10/2001 9:27:50 AM

Year	Make	Model	Stock	details
1999	SUZUKI	ESTEEM-4 CYL.	H46838	details
Site	Offer	Date	Dealer	
WC	\$5400	5/3/2001 11:30:58 AM	Farrish Daewoo-Suzuki	
Year	Make	Model	Stock	details
1991	MAZDA	626	A2354	details
Site	Offer	Date	Dealer	
WC	\$500	5/1/2001 10:18:22 PM	Ed Scherl Ent. Inc	
Year	Make	Model	Stock	details
1993	DODGE TRUCK	GRAND CARAVAN	A2224	details
Site	Offer	Date	Dealer	
WC	\$1500	5/1/2001 10:17:35 PM	Ed Scherl Ent. Inc	
Year	Make	Model	Stock	details
1991	HONDA	ACCORD	P48056	details
Site	Offer	Date	Dealer	
WC	\$2600	4/28/2001 1:04:35 PM	Ed Scherl Ent. Inc	
WC	\$2500	4/28/2001 10:41:04 AM	Car World Inc	
WC	\$2569	4/25/2001 6:49:33 PM	Car World Inc	

714

716

700

FIG. 7

To Do
ListDaily
ReportsDealer
InventoryAppraisal
ActivityRetail
ShowroomWholesale
CenterBuy
List

Welcome to Pricedrive

Consider for Wholesale Center

802 Stock	804 Year	806 Make	808 Model	810 Mileage	812 Current Days in Stock	814 6mo Avg. Gross Profit	816 6mo Avg. ROI	818 Warning	820 Move to WC?
802	804	806	808	810	812	814	816	818	820
H3217B	1993	FORD	ESCORT		1	N/A	N/A	No History Available	<input type="checkbox"/>
P3292	2000	FORD	FOCUS-4 CYL.	4900	0	N/A	N/A	No History Available	<input type="checkbox"/>
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	35966	0	\$355	19%	Below Minimum ROI	<input type="checkbox"/>
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	30910	0	\$355	19%	Below Minimum ROI	<input type="checkbox"/>
H3279	1999	MAZDA	B2500 PICKUP-4 CYL.	31762	6	N/A	N/A	No History Available	<input type="checkbox"/>
H3283	1997	MAZDA	MX-5 MIATA-4 CYL.	34923	6	N/A	31%	Below Minimum ROI	<input type="checkbox"/>
A14414	1998	SUBARU	FORESTER- 4 CYL.	52403	18	N/A	N/A	No History Available	<input type="checkbox"/>
A14591	1999	VOLKSWAGEN	NEW BEETLE-4 CYL.	17806	17	N/A	N/A	No History Available	<input type="checkbox"/>

Total vehicles = 8

Select All

Clear All

Update

800

FIG. 8

**To Do
List****Daily
Reports****Dealer
Inventory****Appraisal
Activity****Retail
Showroom****Wholesale
Center****Buy
List**

Welcome to Pricedrive

**Wholesale Vehicles Needing
Description**

<u>904</u> 4 <u>Stock</u>	<u>906</u> 4 <u>Year</u>	<u>908</u> 4 <u>Make</u>	<u>910</u> 4 <u>Model</u>	<u>912</u> 4 <u>Mileage</u>	<u>914</u> 4 <u>Text</u>
A14505B	1986	BUICK	ELECTRA PARK AVENUE	120461	Add ~ 902
A14514	1994	CHRYSLER	NEW YORKER-V6	97048	Add
H3256B	1996	DODGE	NEON-4 CYL.	128192	Add
P3245	1999	FORD	CONTOUR-4 CYL.	32165	Add
H3278B	1994	FORD	ESCORT-4 CYL.	135980	Add
A14549	1996	FORD TRUCK	RANGER-V6	39840	Add
H3262B	1993	PONTIAC	BONNEVILLE	142332	Add
P3241	2000	MAZDA	MX-5 MIATA-4 CYL.	8752	Add

Total vehicles = 8

900

FIG. 9

ACTION PLAN

1002 4 Stock	1004 5	1006 7	1008 5	1010 5	1012 1014
Number△ [1-5]	Year△ [1-1-5]	Make*△ [1-1-5]	Model*△ [1-1-5]	Warning*△ [1-5]	Metrics [1-5] Days in Stock
P3241	2000	MAZDA	MX-5 MIATA-4 CYL	Add Description Over Age - Wholesale	64 31%
P3245	1999	FORD	CONTOUR-4 CYL	Add Description Over Age - Wholesale	50 N/A
H3283	1997	MAZDA	MX-5 MIATA-4 CYL	Below Minimum ROI	6 31%
H3296	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0 19%
H3299	1998	NISSAN/DATSUN	MAXIMA-V6	Below Minimum ROI	0 19%

1000

FIG. 10

00867416-100101

Activity - Microsoft Internet Explorer

Activity Summary for Baltimore - Washington Vehicles

Vehicles	
Dealer Inventory:	63 Total Browns Mazda Fairfax Vehicles
Retail Showroom:	43 Browns Mazda Fairfax Vehicles (2348 Total Vehicles)
Wholesale Center:	20 Browns Mazda Fairfax Vehicles (119 Total Vehicles)
Appraisal Activity:	1 Browns Mazda Fairfax Vehicles (1 Total Vehicles)

Offers	
Total Offers:	2 Total Offers
Retail Showroom:	2 Offers
Wholesale Center:	0 Offers
Appraisal Activity:	0 Offers

24-hour Vehicle History

	New Vehicles	Deleted Vehicles
Retail Showroom:	1122 0 New Vehicles	0 Deleted Vehicles ~ 1124
Wholesale Center:	1126 0 New Vehicles	0 Deleted Vehicles ~ 1128
Appraisal Activity:	1130 0 New Vehicles	0 Deleted Vehicles ~ 1132
Total:	1106 0 New Vehicles	0 Deleted Vehicles ~ 1108

1100

FIG. 11

Retail Inventory Value Report

Stock Number	Year	Make	Model	Metrics	Mileage	Retail Price	Vehicle ACV	Black Book Value (Avg Book)	Black Book Value (Trade Value)	Curr Days in Stock
P3245	1999	FORD	CONTOUR-4 CYL	1210	32,165	\$ 12,995	\$ 9,514	\$ 7650	\$ 8575	50
H3217B	1993	FORD	ESCORT	1212	N/A	N/A	N/A	N/A	\$ 2190	1
P3292	2000	FORD	FOCUS-4 CYL	1214	4,900	\$ 13,995	\$ 8,993	\$ 9725	\$ 10225	0
H3273	1998	JEEP	GRAND CHEROKEE-6 CYL	1216	34,816	\$ 18,995	\$ 15,289	CK Book	\$ 15425	35
H3258	1998	MAZDA	626	1218	31,148	\$ 13,798	\$ 10,649	CK Book	CK Book	43
H3281	1998	MAZDA	626	1220	30,465	\$ 13,995	\$ 11,006	CK Book	CK Book	14
P3290	1998	MAZDA	626		45,134	\$ 15,995	\$ 12,247	\$ 8400	CK Book	0
H3288	1998	MAZDA	626		36,016	\$ 13,785	\$ 10,665	CK Book	CK Book	10
H3282	1998	MAZDA	626		36,100	\$ 13,495	\$ 10,008	CK Book	CK Book	6
H3287	1998	MAZDA	626		35,955	\$ 13,495	\$ 11,026	\$ 8700	CK Book	6
H3293	1998	MAZDA	626		36,255	\$ 13,995	\$ 8,665	CK Book	CK Book	1
H3294	1998	MAZDA	626		37,951	\$ 14,995	\$ 10,256	CK Book	CK Book	1
H3266B	1996	MAZDA	626		46,985	N/A	\$ 5,500	CK Book	CK Book	5
H3279	1999	MAZDA	B2500 PICKUP-4 CYL		31,762	\$ 11,995	\$ 8,840	CK Book	CK Book	6
P3291	1998	MAZDA	MILLENNIA-V6		17,360	\$ 18,995	\$ 15,210	\$ 12900	\$ 15700	0
H3297	1998	MAZDA	MILLENNIA-V6		23,632	\$ 18,995	\$ 15,544	\$ 12725	\$ 15475	0
H3295	1998	MAZDA	MILLENNIA-V6		36,690	\$ 17,995	\$ 15,166	\$ 12250	\$ 14825	0
P3286	1998	MAZDA	MPV-V6		37,816	\$ 18,995	N/A	CK Book	CK Book	10
P3241	2000	MAZDA	MX-5 MIATA-4 CYL		8,752	\$ 18,995	\$ 13,891	CK Book	CK Book	64
H3283	1997	MAZDA	MX-5 MIATA-4 CYL		34,923	\$ 14,995	\$ 10,873	CK Book	CK Book	6

1200

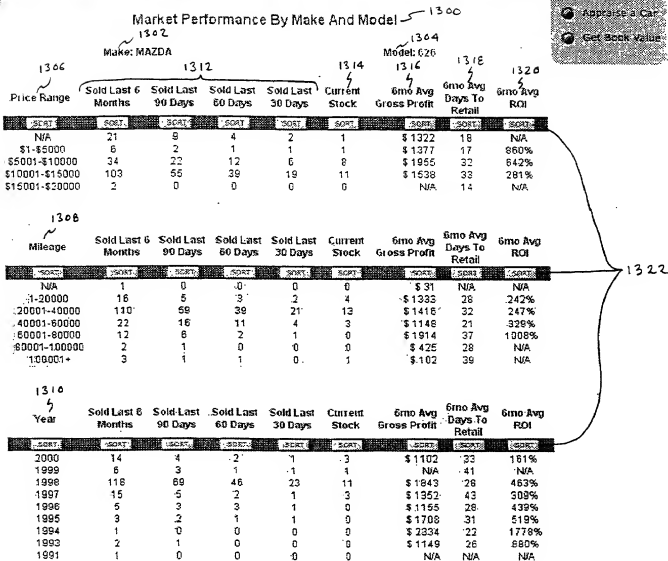
FIG. 12

To Do
ListDaily
ReportsDealer
InventoryAppraisal
ActivityRetail
ShowroomWholesale
CenterBuy
List

Welcome to Pricedrive

- ☐ Locate a Car
- ☐ Appraise a Car
- ☐ Get Stock Value

Market Performance By Make And Model



1300

FIG. 13

To Do Daily Research Dealership Appraisal Retail Wholesale Buy
List Reports a Vehicle Inventory Center Showroom Center List

Available Inventory Report 1400

1402 Year	1404 Make	1406 Model	1408 Mileage	1410 Color	1412 Area	1414 Dealership Name	1416 Dealership Contact Name	1418 Dealership Contact Number
2000	MAZDA	MPV-V6	60000	BLACK	WC	Browns Mazda Alexandria	Mark Mconville	703.660.8400
1996	MAZDA	PROTEGE-4 CYL	60000	BLACK	WC	Browns Mazda Alexandria	Mark Mconville	703.660.8400

Total vehicles = 2

1420

Print-friendly version of this page 1422

1400

FIG. 14

To Do List Daily Reports Dealer Inventory Appraisal Activity Retail Showroom Wholesale Center Buy List

Dealership: Top Performing Retail Vehicles

Click to select the Dealer Top Performance Report

Year	Make	Model	Volume Sold	Net Gross Profit	Days to Retail	Buy Rate
1995	MAZDA	MPV-V6	1	\$ 2,772	3	5529%
1994	MAZDA	MX-5 MIATA-4 CYL	2	\$ 3,454	8	2803%
1996	MAZDA	B26	1	\$ 1,090	5	1735%
1995	TOYOTA	TACOMA	1	\$ 1,695	14	834%
1996	MAZDA	MX-5 MIATA-4 CYL	1	\$ 2,700	12	777%
		MPV-V6	1	\$ 1,266	7	738%
	FORD TRUCK	EXPEDITION-V8	1	\$ 2,459	7	731%
1998	SUBARU	IMPREZA-4 CYL	1	\$ 1,800	11	606%
	MAZDA	PROTEGE-4 CYL	11	\$ 1,061	23	505%
1996	PLYMOUTH	NEON-4 CYL	1	\$ 870	17	483%
1999	MAZDA	B3000 PICKUP-V6	2	\$ 1,551	30	362%
1998	MAZDA	MPV-V6	5	\$ 1,784	21	371%
	MAZDA	MILLENNIA-V6	6	\$ 2,100	36	359%
1997	MAZDA	MPV-V6	3	\$ 1,525	20	341%
1998	MAZDA	B26	36	\$ 1,367	32	325%

Market: Top Performing Retail Vehicles

Click to select the Market Top Performance Report

Year	Make	Model	Volume Sold	Net Gross Profit	Days to Retail	Buy Rate
1995	TOYOTA	CAMRY	8	\$ 2,759	32	2946%
1998	CHEVROLET	CAVALIER RS-L4	7	\$ 1,550	46	2675%
1994	TOYOTA	CAMRY	3	\$ 1,559	12	2184%
1999	ISUZU	RODEO-V6	4	\$ 2,440	20	1727%
	DODGE TRUCK	GRAND CARAVAN-V6	2	\$ 2,260	32	1611%
1996	TOYOTA	COROLLA-4 CYL	4	\$ 2,072	19	1368%
	JEEP	GRAND CHEROKEE-V8	7	\$ 2,317	21	1350%
1997	PLYMOUTH	VOYAGER-V6	3	\$ 2,710	10	1342%
1996	DODGE TRUCK	CARAVAN-V6	4	\$ 2,641	19	1330%
1997	DODGE TRUCK	RAM VAN 2500-V6	6	\$ 746	96	1044%
1995	NISSAN/DATSUN	SENTRA-4 CYL	4	\$ 860	19	1004%
1997	TOYOTA	CAMRY	14	\$ 1,495	59	910%
1995	HONDA	ACCORD	3	\$ 2,089	12	899%
1997	SATURN	SATURN-4 CYL	10	\$ 698	60	897%

1500

FIG. 15



1600

FIG. 16 (a)

0086743-100101

210

To Do List	Daily Reports	Research a Vehicle	Dealership Inventory	Appraisal Center	Retail Showroom	Wholesale Center	Buy List
------------	---------------	--------------------	----------------------	------------------	-----------------	------------------	----------

Activity

Appraise a Vehicle

Vin: 1652

Mileage: 1656

Exterior Color: 1654

Condition: 1658

☐ Excellent ☐ Fair
☐ Good ☐ Poor

APPRAISE A CAR 1660

1650

FIG. 16(b)

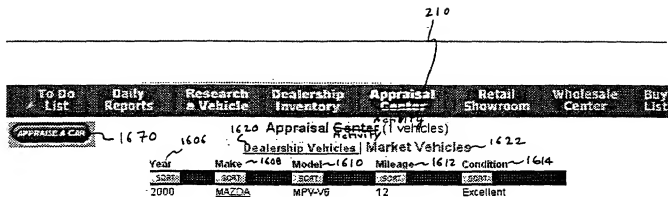


FIG. 16(c)

[To Do List](#)
[Daily Reports](#)
[Dealer Inventory](#)
[Appraisal Activity](#)
[Retail Showroom](#)
[Wholesale Center](#)
[Buy List](#)

Welcome to PriceDrive

Buy List ~ 216

Add Vehicle to Buy List 1720

1702 1704 1706 1708 1710 1712 1714 1716 1718
 ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡ ⚡
 Make Model Year Year Miles Miles Notes Hits Alert
 From To From To

Make	Model	Year	Year	Miles	Miles	Notes	Hits	Alert
From	To	From	To	From	To			
AUDI	200	1993	1997	0	200000	View		Delete
BMW	325	1994	2000	0	200000	Post	2	Delete

[Locate a Car](#)
[Appraise a Car](#)
[Get Book Value](#)

1700

FIG. 17(a)

